

**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

Tourism Promotion – Released of Advertisement in “Lonely Planet” monthly magazine through M/s. Livewires Advertising, Pvt., Ltd, Hyderabad – Publication Charges – Sanctioned an amount of Rs.3,00,000/- (Rupees Three Lakhs only) - Orders – Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 358

Dated:11-04-2014

Read the following:

1. From Mr. Vinod Kumar M.S, Dy. Account Manager, Mumbai, Dt.Nil.
2. Govt.Lr.No.670/PMU/PRO/2013, of YAT & C (PMU) Department, Dt.15-02-2014.
3. Invoice No.Advt-003, of M/s. Livewires Advertising, Pvt., Ltd, Hyderabad, Dated:02-04-2014.

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ORDER:

In the letter 1st read above, Mr. Vinod Kumar M.S, Dy. Account Manager, Mumbai, has requested to release one full page colour advertisement in “Lonely Planet” monthly magazine March 2014 issue + Five destination coverage’s across AP. Accordingly, Government have issued a work order for an amount of Rs.3,00,000/- (Rupees Three Lakhs only) for publication of an advertisement through M/s. Livewires Advertising, Pvt., Ltd, Hyderabad, vide reference 2nd read above.

2. In the reference 3rd read above, M/s. Livewires Advertising, Pvt., Ltd, Hyderabad, has furnished a bill for an amount of Rs.3,00,000/- (Rupees Three Lakhs only) towards publication of Full Page (colour) advertisement in “Lonely Planet” monthly magazine March 2014 issue + Five destination coverage’s across AP and requested the Government for arranging payment.

3. The Government, after careful examination of the matter hereby accord sanction for an amount of Rs.3,00,000/- (Rupees Three Lakhs only) towards publication of Full Page (colour) advertisement in “Lonely Planet” monthly magazine March 2014 issue + Five destination coverage’s across AP through M/s. Livewires Advertising, Pvt., Ltd, Hyderabad.

4. The amount sanctioned at Para 3 above shall be debited to the following Head of Account:

“3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN, GH 11- Normal State Plan - SH (13) – Advertisement for Promotion of Tourism - 260 – Advertisements, sales and publicity Expenses”.

5. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at Para 3 above, in favour of M/s. Livewires Advertising, Pvt., Ltd, Hyderabad, through on line. The details of Bank account is as follows:-

Bank Name	:	Corporation Bank
Bank Branch	:	Dwarkapuri Colony, Hyderabad
Bank Account No.	:	206600202000203
IFSC Code	:	CORP0002066

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**CHANDANA KHAN
SPECIAL CHIEF SECRETARY TO GOVERNMENT**

To
M/s. Livewires Advertising, Pvt., Ltd, Hyderabad.
The Assistant Secretary to Government & D.D.O, YAT& C(PMU) Dept.
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad.

Copy to:

The YAT& C (PMU- Claims) Department.
SF/SCs.

//Forwarded:: By Order//

SECTION OFFICER